

1 What is claimed is:

2 1. A system for delivering electronic programming to a user,
3 the system comprising:

4 a printed matter having at least one sensor and a
5 transmitter for transmitting a coded signal in
6 response to an actuation of said sensor;
7 an intelligent controller having associated therewith a
8 receiver for receiving said coded signal and a
9 means for accessing programming material; and
10 a display unit for presenting said programming
11 material;

12 wherein said user actuates said sensor to cause said
13 intelligent controller to access said programming
14 material and said display unit to present said
15 programming material to said user.

16 2. A system as defined in claim 1 wherein said sensor comprises
17 a touch sensor.

18 3. A system as defined in claim 1 wherein said sensor comprises
19 a capacitive touch sensor.

20 4. A system as defined in claim 1 wherein said sensor comprises
21 a conductive touch sensor.

22 5. A system as defined in claim 1 wherein said sensor comprises

1 a page sensor.

2 6. A system as defined in claim 1 wherein said printed matter
3 includes both a page sensor and a touch sensor.

4 7. A system as defined in claim 1 wherein said printed matter
5 includes a pad having a plurality of touch sensors.

6 8. A system as defined in claim 1 wherein said printed matter
7 includes a plurality of pads, each having a plurality of
8 touch sensors.

9 9. A system as defined in claim 1 wherein said intelligent
10 controller includes a microprocessor.

11 10. A system as defined in claim 1 wherein said intelligent
12 controller has associated therewith a memory means for
13 storing programming material.

14 11. A system as defined in claim 10 wherein said memory means
15 comprises a magnetic disk.

16 12. A system as defined in claim 10 wherein said memory means
17 comprises a PCMCIA card.

18 13. A system as defined in claim 10 wherein said memory means
19 comprises a flash RAM.

20 14. A system as defined in claim 10 wherein said memory means
21 comprises a cache.

22 15. A system as defined in claim 10 wherein said memory means

comprises a CD-ROM.

16. A system as defined in claim 10 wherein said memory means is selected from the group consisting of: a ROM; a WORM disk; a floppy disk; a multi-layer optical disk; a magneto-optical disk; an IC card; a magnetic bubble memory; a sequential access memory; a magnetic tape; a magnetic drum; a magneto-optical drum; a static RAM; and a dynamic RAM.

17. A system as defined in claim 1 wherein said intelligent controller includes a removable memory means.

18. A system as defined in claim 17 wherein said printed matter and said removable memory means are supplied to, or purchased by, the user as a set.

19. A system as defined in claim 1 wherein said means for accessing programming material operates via a data link.

20. A system as defined in claim 19 wherein said data link comprises a telephone line.

21. A system as defined in claim 19 wherein said data link comprises a computer network.

22. A system as defined in claim 19 wherein said data link comprises an ISDN network.

23. A system as defined in claim 19 wherein said data link comprises an Ethernet network.

- 1 24. A system as defined in claim 19 wherein said data link
2 comprises a CATV line.
- 3 25. A system as defined in claim 1 wherein said intelligent
4 controller has associated therewith a buffer for temporarily
5 storing the programming material.
- 6 26. A system as defined in claim 1 wherein said intelligent
7 controller includes means for decompressing compressed
8 programming material.
- 9 27. A system as defined in claim 1 wherein said display unit
10 comprises a video display.
- 11 28. A system as defined in claim 1 wherein said display unit
12 comprises an audio transducer.
- 13 29. A system as defined in claim 1 wherein said display unit
14 comprises a flat panel display.
- 15 30. A system as defined in claim 29 wherein said flat panel
16 display is embedded within said printed matter.
- 17 31. A system as defined in claim 1 wherein said display unit has
18 associated therewith a buffer for temporarily storing
19 programming material.
- 20 32. A system as defined in claim 1 wherein said display unit has
21 associated therewith means for decompressing compressed
22 programming material.

- 1 33. A system as defined in claim 1 wherein said display unit
2 comprises a CATV converter, or wireless cable converter, and
3 a television set coupled thereto.
- 4 34. A system as defined in claim 1 wherein said display unit
5 comprises a personal computer.
- 6 35. A system as defined in claim 34 wherein said personal
7 computer includes a CD-ROM for storing programming material.
- 8 36. A system as defined in claim 34 wherein said personal
9 computer includes means for decompressing compressed
10 programming material.
- 11 37. A system as defined in claim 1 wherein said intelligent
12 controller and said display unit each comprise portions of a
13 personal computer.
- 14 38. A system as defined in claim 1 wherein said programming
15 material includes entertainment programming.
- 16 39. A system as defined in claim 1 wherein said programming
17 material includes educational programming.
- 18 40. A system as defined in claim 1 wherein said programming
19 material supplements information contained in said printed
20 matter.
- 21 41. A system as defined in claim 1 wherein said programming
22 material includes commercial programming.

1 42. A system as defined in claim 1 wherein said programming
2 material includes promotional programming.

3 43. A system as defined in claim 1 wherein said programming
4 material includes informational programming.

5 44. A system as defined in claim 1 wherein said transmitter and
6 receiver communicate via an energy pathway.

7 45. A system as defined in claim 44 wherein said energy pathway
8 comprises a conductive cable.

9 46. A system as defined in claim 44 wherein said energy pathway
10 comprises an optical cable.

11 47. A system as defined in claim 44 wherein said energy pathway
12 comprises a capacitively coupled link.

13 48. A system as defined in claim 1 wherein said transmitter and
14 receiver communicate via a wireless RF link.

15 49. A system as defined in claim 1 wherein said transmitter and
16 receiver communicate via an IR link.

17 50. A system for displaying programming to a user, the system
18 comprising:

19 a printed matter having at least one machine

20 recognizable feature;

21 a feature recognition unit having associated therewith

22 a means for recognizing said feature and a

1 transmitter for transmitting a coded signal in
2 response to the recognition of said feature;
3 an intelligent controller having associated therewith a
4 receiver for receiving said coded signal and means
5 for accessing programming material; and
6 a display unit for presenting said programming
7 material;

8 wherein said recognition unit, in response to the
9 recognition of said feature, causes said
10 intelligent controller to access said programming
11 material and said display unit to execute or
12 display said programming material.

13 51. A system as defined in claim 50 wherein said intelligent
14 controller includes a microprocessor.

15 52. A system as defined in claim 50 wherein said intelligent
16 controller has associated therewith a memory means for
17 storing programming material.

18 53. A system as defined in claim 52 wherein said memory means
19 comprises a magnetic disk.

20 54. A system as defined in claim 52 wherein said memory means
21 comprises a PCMCIA card.

22 55. A system as defined in claim 52 wherein said memory means

comprises a flash RAM.

56. A system as defined in claim 52 wherein said memory means comprises a cache.

57. A system as defined in claim 52 wherein said memory means comprises a CD-ROM.

58. A system as defined in claim 52 wherein said memory means is selected from the group consisting of: a ROM; a WORM disk; a floppy disk; a multi-layer optical disk; a magneto-optical disk; an IC card; a magnetic bubble memory; a sequential access memory; a magnetic tape; a magnetic drum; a magneto-optical drum; a static RAM; and a dynamic RAM.

59. A system as defined in claim 50 wherein said intelligent controller includes a removable memory means.

60. A system as defined in claim 59 wherein said printed matter and said removable memory means are supplied to, or purchased by, the user as a set.

61. A system as defined in claim 50 wherein said means for accessing programming material operates via a data link.

62. A system as defined in claim 61 wherein said data link comprises a telephone line.

63. A system as defined in claim 61 wherein said data link comprises a computer network.

1 64. A system as defined in claim 61 wherein said data link
2 comprises an ISDN network.

3 65. A system as defined in claim 61 wherein said data link
4 comprises an Ethernet network.

5 66. A system as defined in claim 61 wherein said data link
6 comprises a CATV line.

7 67. A system as defined in claim 50 wherein said intelligent
8 controller has associated therewith a buffer for temporarily
9 storing the programming material.

10 68. A system as defined in claim 50 wherein said intelligent
11 controller includes means for decompressing compressed
12 programming material.

13 69. A system as defined in claim 50 wherein said display unit
14 comprises a video display.

15 70. A system as defined in claim 50 wherein said display unit
16 comprises an audio transducer.

17 71. A system as defined in claim 50 wherein said display unit
18 comprises a flat panel display.

19 72. A system as defined in claim 71 wherein said flat panel
20 display is embedded within said printed matter.

21 73. A system as defined in claim 50 wherein said display unit
22 has associated therewith a buffer for temporarily storing

1 programming material.

2 74. A system as defined in claim 50 wherein said display unit
3 has associated therewith means for decompressing compressed
4 programming material.

5 75. A system as defined in claim 50 wherein said display unit
6 comprises a CATV converter, or wireless cable converter, and
7 a television set coupled thereto.

8 76. A system as defined in claim 50 wherein said display unit
9 comprises a personal computer.

10 77. A system as defined in claim 76 wherein said personal
11 computer includes a CD-ROM for storing programming material.

12 78. A system as defined in claim 76 wherein said personal
13 computer includes means for decompressing compressed
14 programming material.

15 79. A system as defined in claim 50 wherein said intelligent
16 controller and said display unit each comprise portions of a
17 personal computer.

18 80. A system as defined in claim 50 wherein said programming
19 material includes entertainment programming.

20 81. A system as defined in claim 50 wherein said programming
21 material includes educational programming.

22 82. A system as defined in claim 50 wherein said programming

1 material supplements information contained in said printed
2 matter.

3 83. A system as defined in claim 50 wherein said programming
4 material includes commercial programming.

5 84. A system as defined in claim 50 wherein said programming
6 material includes promotional programming.

7 85. A system as defined in claim 50 wherein said programming
8 material includes informational programming.

9 86. A system as defined in claim 50 wherein said transmitter and
10 receiver communicate via an energy pathway.

11 87. A system as defined in claim 86 wherein said energy pathway
12 comprises a conductive cable.

13 88. A system as defined in claim 86 wherein said energy pathway
14 comprises an optical cable.

15 89. A system as defined in claim 86 wherein said energy pathway
16 comprises a capacitively coupled link.

17 90. A system as defined in claim 50 wherein said transmitter and
18 receiver communicate via a wireless RF link.

19 91. A system as defined in claim 50 wherein said transmitter and
20 receiver communicate via an IR link.

21 92. A system as defined in claim 50 wherein said feature
22 comprises a bar code.

- 1 93. A system as defined in claim 50 wherein said feature
2 comprises an invisible bar code.
- 3 94. A system as defined in claim 50 comprises wherein said
4 feature comprises a magnetic code.
- 5 95. A system as defined in claim 50 wherein said feature
6 comprises printed indicia.
- 7 96. A system as defined in claim 50 wherein said recognition
8 unit comprises a hand-held unit.
- 9 97. A system as defined in claim 96 wherein said hand-held
10 recognition unit includes a CCD camera.
- 11 98. A system as defined in claim 96 wherein said hand-held
12 recognition unit includes a bar code reader.
- 13 99. A system as defined in claim 96 wherein said hand-held
14 recognition unit comprises a magnetic detector.
- 15 100. A system as defined in claim 96 wherein said hand-held
16 recognition unit comprises a scanner/mouse.
- 17 101. A system for delivering electronic programming to a user,
18 the system comprising:
- 19 a printed matter having associated therewith at least
20 one sensor, a controller responsive to an
21 actuation of said sensor, and a transmitter
22 responsive to said controller for transmitting a

1 coded signal; and
2 a display unit having associated therewith a receiver
3 for receiving said coded signal, means for
4 accessing programming material in response
5 thereto, and means for displaying or executing
6 said programming material; and
7 wherein said user actuates said sensor to cause said
8 programming material to be accessed and displayed
9 or executed.
10 102. A system as defined in claim 101 wherein said controller
11 includes a microprocessor.
12 103. A system as defined in claim 101 wherein said display unit
13 further has associated therewith a memory means for storing
14 programming material.
15 104. A system as defined in claim 103 wherein said memory means
16 comprises a magnetic disk.
17 105. A system as defined in claim 103 wherein said memory means
18 comprises a PCMCIA card.
19 106. A system as defined in claim 103 wherein said memory means
20 comprises a flash RAM.
21 107. A system as defined in claim 103 wherein said memory means
22 comprises a cache.

1 108. A system as defined in claim 103 wherein said memory means
2 comprises a CD-ROM.

3 109. A system as defined in claim 101 wherein said memory means
4 is selected from the group consisting of: a ROM; a WORM
5 disk; a floppy disk; a multi-layer optical disk; a magneto-
6 optical disk; an IC card; a magnetic bubble memory; a
7 sequential access memory; a magnetic tape; a magnetic drum;
8 a magneto-optical drum; a static RAM; and a dynamic RAM.

9 110. A system as defined in claim 101 wherein said further has
10 associated therewith a removable memory means.

11 111. A system as defined in claim 110 wherein said printed matter
12 and said removable memory means are supplied to, or
13 purchased by, the user as a set.

14 112. A system as defined in claim 101 wherein said means for
15 accessing programming material operates via a data link.

16 113. A system as defined in claim 112 wherein said data link
17 comprises a telephone line.

18 114. A system as defined in claim 112 wherein said data link
19 comprises a computer network.

20 115. A system as defined in claim 112 wherein said data link
21 comprises an ISDN network.

22 116. A system as defined in claim 112 wherein said data link

1 comprises an Ethernet network.

2 117. A system as defined in claim 112 wherein said data link
3 comprises a CATV line.

4 118. A system as defined in claim 101 wherein said controller has
5 associated therewith a power-down or slow-down circuit for
6 reducing power consumption in said controller.

7 119. A system as defined in claim 101 wherein said controller has
8 associated therewith a solar cell for powering said
9 controller..

10 120. A system as defined in claim 101 wherein said display unit
11 comprises a video display.

12 121. A system as defined in claim 101 wherein said display unit
13 comprises an audio transducer.

14 122. A system as defined in claim 101 wherein said display unit
15 comprises a flat panel display.

16 123. A system as defined in claim 122 wherein said flat panel
17 display is embedded within said printed matter.

18 124. A system as defined in claim 101 wherein said display unit
19 has associated therewith a buffer for temporarily storing
20 programming material.

21 125. A system as defined in claim 101 wherein said display unit
22 has associated therewith means for decompressing compressed

1 programming material.

2 126. A system as defined in claim 101 wherein said display unit
3 comprises a CATV converter, or wireless cable converter, and
4 a television set coupled thereto.

5 127. A system as defined in claim 101 wherein said display unit
6 comprises a personal computer.

7 128. A system as defined in claim 127 wherein said personal
8 computer includes a CD-ROM for storing programming material.

9 129. A system as defined in claim 127 wherein said personal
10 computer includes means for decompressing compressed
11 programming material.

12 130. A system as defined in claim 101 wherein said controller and
13 said display unit each comprise portions of a personal
14 computer.

15 131. A system as defined in claim 101 wherein said programming
16 material includes entertainment programming.

17 132. A system as defined in claim 101 wherein said programming
18 material includes educational programming.

19 133. A system as defined in claim 101 wherein said programming
20 material supplements information contained in said printed
21 matter.

22 134. A system as defined in claim 101 wherein said programming

- 1 material includes commercial programming.
- 2 135. A system as defined in claim 101 wherein said programming
- 3 material includes promotional programming.
- 4 136. A system as defined in claim 101 wherein said programming
- 5 material includes informational programming.
- 6 137. A system as defined in claim 101 wherein said transmitter
- 7 and receiver communicate via an energy pathway.
- 8 138. A system as defined in claim 137 wherein said energy pathway
- 9 comprises a conductive cable.
- 10 139. A system as defined in claim 137 wherein said energy pathway
- 11 comprises an optical cable.
- 12 140. A system as defined in claim 137 wherein said energy pathway
- 13 comprises a capacitively coupled link.
- 14 141. A system as defined in claim 101 wherein said transmitter
- 15 and receiver communicate via a wireless RF link.
- 16 142. A system as defined in claim 101 wherein said transmitter
- 17 and receiver communicate via an IR link.
- 18 143. A method of providing, accessing or utilizing electronic
- 19 media services, the method comprising the steps of:
- 20 providing a printed matter having at least one sensor
- 21 associated therewith;
- 22 providing or programming an intelligent controller to,

1 in response to an actuation of said sensor,
2 perform a pre-programmed command; and
3 executing said pre-programmed command to access or
4 control an electronic media.

5 144. A method of providing electronic programming material, the
6 method comprising the steps of:
7 providing a printed matter to a potential customer;
8 pre-programming an intelligent controller to access or
9 control the transmission of electronic programming
10 material in response to an event wherein the
11 customer interacts with the printed matter in a
12 particular manner; and
13 displaying or executing said programming material in
14 response to the intelligent controller.

15 145. A method as defined in claim 144 wherein said printed matter
16 comprises a low-cost, throw away publication.

17 146. A method as defined in claim 144 wherein said customer
18 utilizes a feature recognition unit to interact with said
19 printed matter.

20 147. A method of providing or accessing shop-at-home services,
21 the method including the steps of:
22 incorporating within a printed catalogue at least one

1 sensor or machine-recognizable feature;
2 programming a controller to execute a pre-programmed
3 command in response to an event wherein a customer
4 interacts with said sensor or feature; and
5 responding to the execution of said pre-programmed
6 command.

7 148. A method as defined in claim 147 wherein responding
8 comprises presenting or delivering commercial programming to
9 the customer.

10 149. A method as defined in claim 147 wherein responding
11 comprises presenting or delivering promotional programming
12 to the customer.

13 150. A method as defined in claim 147 wherein responding
14 comprises contacting the customer by telephone.

15 151. A method as defined in claim 147 wherein responding
16 comprises providing an electronic menu to the customer.

17 152. A method as defined in claim 151, further comprising the
18 step of responding to the customer's menu selection(s).

19 153. An improved method of instruction, said method including the
20 steps of:

21 providing a printed textbook having at least one sensor
22 or machine-recognizable feature associated

therewith;

providing a means, distinct from said textbook, for
executing a pre-programmed command in response to
an event wherein a reader of the textbook
interacts with said sensor or feature; and
responding to the execution of said command.

154. An improved method of instruction as defined in claim 153
wherein responding comprises: causing or controlling the
delivery or presentation of multimedia material or other
information related to that in the textbook to the reader.

155. An improved method of instruction as defined in claim 153
wherein responding comprises: forming a communication link
between the reader and a tutor or consultant.

156. A low cost, throw-away printed matter useful for accessing
electronic media services, said printed matter including:

at least one sensor; and

means, responsive to an actuation of said sensor, for
transmitting a coded signal indicative of said
sensor.

157. A feature recognition unit useful, in combination with a
printed matter, for accessing electronic media services,
said recognition unit comprising:

1 means for recognizing features on said printed matter;
2 and
3 means, responsive to the recognition of a feature, for
4 transmitting a coded signal indicative of said
5 recognized feature.

6 158. A feature recognition unit as defined in claim 157 wherein
7 said means for recognizing reads bar codes.

8 159. A feature recognition unit as defined in claim 157 wherein
9 said means for recognizing reads printed indicia.

10 160. A feature recognition unit as defined in claim 157 wherein
11 said means for recognizing reads magnetic codes.

12 161. A feature recognition unit as defined in claim 157 wherein
13 said means for recognizing comprises a CCD camera.

14 162. A feature recognition unit as defined in claim 157 wherein
15 said means for recognizing comprises a bar code reader.

16 163. A feature recognition unit as defined in claim 157, further
17 including a microprocessor.

18 164. A system for delivering an electronic advertisement to a
19 user, the system comprising:
20 a printed advertisement having associated therewith at
21 least one sensor or machine-recognizable feature,
22 a controller, responsive to an actuation of said

1 sensor or a recognition of said machine-
2 recognizable feature, and a transmitter,
3 responsive to said controller, for transmitting a
4 coded signal; and
5 a display unit including a receiver for receiving said
6 coded signal and means for providing said user
7 with said electronic advertisement related to said
8 printed advertisement.

9 165. A system for delivering information services to a user,
10 the system comprising:

11 a printed reference having associated therewith at
12 least one sensor or machine-recognizable feature,
13 a controller, responsive to an actuation of said
14 sensor or a recognition of said machine-
15 recognizable feature, and a transmitter,
16 responsive to said controller, for transmitting a
17 coded signal; and
18 a display unit including a receiver for receiving said
19 coded signal and means for providing said user
20 with said information services related to said
21 printed reference.

22 166. A system for delivering information services as defined in

